ORDER

Orders Order / Rev: 706625 06278710 Alt Order #: OBAMA FOR AMERICA Product Desc: WKYC Estimate: 1536 Flight Dates: 09/25/12 - 10/01/12 Primary AE: Joe Knauer Original Date / Rev: 08/15/12 / 09/28/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Obama/D/President Name: Demographic: A35+ New Business Thru:

Revenue Codes: AGY, GEN, POL

Product Codes:

Priority:

Bill Plan Totals

P-3

 Start Date
 End Date
 # Spots
 Gross Amount
 Net Amount

 09/24/12
 09/30/12
 157
 \$200,600.00
 \$170,510.00

 10/01/12
 10/07/12
 30
 \$45,250.00
 \$38,462.50

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	157	\$200,600.00	\$170,510.00	0.00
October 2012	30	\$45,250.00	\$38,462.50	0.00
Totals	187	\$245.850.00	\$208,972,50	0.00

00:15:00

Order Separation:

Advertiser External ID:

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

PL-Presidential, Political, PL-Federal

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC	09/25/1	2 09/28/12	Days of Our Lives		1p-2p	- ТWГF	:30	4	\$375.00 P-3	0.00 NM	4	\$1,500.00
			Days of Our Lives	3								
Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09	/24/12	09/30/12	- TWTF	4	\$375.00	0.00						
E 2 WKYC	09/25/1	2 09/28/12	M-F 10-11a	CM	10a-11a	- TWTF	:30	4	\$150.00 P-3	0.00 NM	4	\$600.00
			M-F 10-11a									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/24/12	09/30/12	- TWTF	4	\$150.00	0.00						
E 3 WKYC	09/25/1	2 09/28/12	Tonight Show	CM	1135p-1237a	- TWTF	:30	4	\$800.00 P-3	0.00 NM	4	\$3,200.00
			Tonight Show									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/24/12	09/30/12	- TWTF	4	\$800.00	0.00						
E 4 WKYC	09/25/1	2 09/28/12	M-F 11a-1230p	CM	11a-1230p	- TWTF	:30	4	\$200.00 P-3	0.00 NM	4	\$800.00
			11a-1230p									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/24/12	09/30/12	- TWTF	4	\$200.00	0.00						
E 5 WKYC	09/25/1	2 09/28/12	Late Night	CM	1237a-136a	- TWTF	:30	4	\$375.00 P-3	0.00 NM	4	\$1,500.00
			Late Night w/Jimn	ny Fallon								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/24/12	09/30/12	- TWTF	4	\$375.00	0.00						
E 6 WKYC	09/25/1	2 09/28/12	M-F 11a-1230p	CM	11a-1230p	- TWTF	:30	4	\$200.00 P-3	0.00 NM	4	\$800.00
			11a-1230p									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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Order / Rev: 706625 Advertiser: Obama/D/President

Start Date

End Date

Weekdays

Alt Order #: 06278710 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/25/12 - 10/01/12 Estimate: 1536

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 6 WKYC	09/25/1	2 09/28/12	M-F 11a-1230p 11a-1230p	СМ	11a-1230p	- TWIF-	- :30	4 \$200.00 P-3	0.00 NM	4	\$800.00
Sta Week: 09/2	rt Date 24/12	End Date 09/30/12	Weekdays - TWTF	Spots/Week 4	Rate \$200.00	Rating 0.00					
E 7 WKYC		2 09/28/12	Last Call Last Call w/Carso	CM Daly	135a-205a	- TWIF-	- :30	4 \$200.00 P-3	0.00 NM	4	\$800.00
Sta Week: 09/3	rt Date	End Date 09/30/12	Weekdays - TWTF	Spots/Week 4	Rate \$200.00	Rating 0.00					
E 8 WKYC			M-F 2-3p	CM	2-3p	- TWTF-	- :30	4 \$300.00 P-3	0.00 NM	4	\$1,200.00
	rt Date	End Date	Rachel Ray Weekdays	Spots/Week	Rate	Rating					
Week: 09/2 E 9 WKYC		09/30/12 2 09/28/12	- ТWГF М-F 3-4p	CM	\$300.00 3p-4p	0.00 - TWTF-	- :30	6 \$350.00 P-3	0.00 NM	6	\$2,100.00
Sta	rt Date	End Date	The Doctors Weekdays	Spots/Week	Rate	Rating					
Week: 09/2	24/12	09/30/12	- TWTF	6	\$350.00	0.00	.20	6 \$450.00 P-3	0.00 NM	6	¢2.700.00
E 10 WKYC			Ellen Degeneres	СМ	4p-5p	- TWFF-	- :30	6 \$450.00 P-3	0.00 NM	6	\$2,700.00
Sta Week: 09/2	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> - TWTF	Spots/Week 6	Rate \$450.00	Rating 0.00					
E 11 WKYC	09/25/1	2 09/28/12	M-F 430a-5a 430a News	СМ	430a-5a	- TWTF-	- :30	4 \$100.00 P-3	0.00 NM	4	\$400.00
<u>Sta</u> Week: 09/	rt Date	End Date 09/30/12	Weekdays - TWFF	Spots/Week 4	<u>Rate</u> \$100.00	Rating 0.00					
E 12 WKYC				CM	5a-6a	- TWTF-	- :30	8 \$350.00 P-3	0.00 NM	8	\$2,800.00
	rt Date	End Date	Weekdays - TWTF	Spots/Week	Rate	Rating					
Week: 09/2 E 13 WKYC		09/30/12 2 09/28/12		CM 8	\$350.00 5p-6p	0.00 - TWFF-	- :30	5 \$700.00 P-3	0.00 NM	5	\$3,500.00
Sta	rt Date	End Date	Dr. Phil <u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	- TWTF M-F 6-630p	CM	\$700.00 6p-630p	0.00 - TWTF-	- :30	6 \$1,800.00 P-3	0.00 NM	7	\$10,800.00
			Channel 3 News	at 6p	ор-озор	- 1 W11 -	.50	υ ψ1,000.001-3	0.00 14101	,	ψ10,000.00
Sta Week: 09/2	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> - TWTF	Spots/Week 6	Rate \$1,800.00	Rating 0.00					
	Date Ra	ange <u>C</u> 2-09/30/12 M	Description M-E 6-630p	<u>Star</u> 6p-6	/End Time		<u>Weekdays</u> - TWThF	Length Rate :30(\$1,800.00)	Rtg Type		
See	e MG 14	.9,14.10	т о озор	оро	оор		- I WIIII	.30(ψ1,000.00)	0.00 11111		
4 NKYC		2-09/30/12 N	Л-F 6-630p	6p-6	30p		- TWГhF	:30 (\$1,800.00)	0.00 NM		
5 NKYC		2-09/30/12 N	Л-F 6-630p	6p-6	30p		- ТWГhF	:30 (\$1,800.00)	0.00 <i>NM</i>		
7 NKYC		2-09/30/12 N	И-F 7-730р	7-73	0р		МГWГhF	:30 \$1,800.00	0.00 NM		
-	for 14.4 09/24/1	I 09/26 2-09/30/12 N	И-F 7-730р	7-73	0p		МГWГhF	:30 \$1,800.00	0.00 NM		
_	for 14.5	5 09/25 2-09/29/12 6	304-74	630a	a-7a		Sa	:30 \$1,500.00	0.00 NM		
⊕ MG	for 14.3	3 09/27					Su				
_	09/30/1 for 14.3	2-09/30/12 5 3 09/27	A-530A	5a-5	30a		Su	:30 \$300.00	0.00 NM		
E 15 WKYC	09/25/1	2 09/28/12	M-F 6-7a Channel 3 News	CM Todav @ 6AM	6a-7a	- TWFF-	- :30	8 \$800.00 P-3	0.00 NM	8	\$6,400.00
Sta Week: 09/	rt Date 24/12	End Date 09/30/12	Weekdays - TWFF	Spots/Week 8	<u>Rate</u> \$800.00	Rating 0.00					
			Nightly News Nightly News	СМ	M-Su 6:28p-		- :30	6 \$2,800.00 P-3	0.00 NM	6	\$16,800.00
~ .		- . -	MIGHLIN INCWS	0		.					

Rating

Rate

Spots/Week

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Order / Rev: 706625 Advertiser: Obama/D/President

Start Date

End Date

Weekdays

Spots/Week

Alt Order #: 06278710 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/25/12 - 10/01/12 Estimate: 1536

Ln Ch Start End Inventory Code E16 WKYC 09/25/12 09/28/12 Nightly News	Break Start/End CM M-Su 6:28p		-	Rate Pri \$2,800.00 P-3	Rtg Type 0.00 NM	Spots 6	Amount \$16,800.00
Nightly News	Civi ivi-3u 6.20p)-7β -1W1F-	30 6	φ2,000.00 F-3	U.UU INIVI	0	\$10,000.00
Start Date End Date Weekdays	Spots/Week Rate	Rating					
Week: 09/24/12 09/30/12 - TWTF Spot Ch Date Range Description	6 \$2,800.00 Start/End Time	0.00	Weekdays Le	ngth Rate	Rtg Type		
3 NKYC 09/24/12-09/30/12 Nightly News	M-Su 6:28p-7p		- TWThF	:30 (\$1,500.00)			
See MG 16.7	Dra						
[Prgm Change] no nightly news tonight Bro 7 NKYC 09/27/12-09/27/12 M-F 7-730p	owns Pre-game 7-730p		Th	:30 \$2,800.00	0.00 NM		
⊕ MG for 16.3 09/27				ν=,σσσ.σσ	0.00		
E 17 WKYC 09/25/12 09/28/12 M-F 7-730p Channel 3 News	CM 7-730p	- TWIF-	:30 6	\$1,800.00 P-3	0.00 NM	6	\$10,800.00
Start Date End Date Weekdays	Spots/Week Rate	Rating					
Week: 09/24/12 09/30/12 - TWTF	6 \$1,800.00	0.00					
<u>Spot Ch Date Range Description</u> 4 NKYC 09/24/12-09/30/12 M-F 7-730p	Start/End Time 7-730p		<u>Weekdays</u> <u>Le</u> -TWThF	<u>ngth </u>	Rtg Type		
See MG 17.8	7-700β		- I WIIII	.υυ(φ1,υυυ.υυ)	0.00 11111		
[Advertiser Sep]							
8 //KYC 10/01/12-10/01/12 M-F 11-1135p M MG for 17.4 09/28	11-1135p		M	:30 \$1,800.00	0.00 NM		
E 18 WKYC 09/25/12 09/28/12 M-F 7-9a Today	CM 7a-9a	- TWTF-	:30 16	\$800.00 P-3	0.00 NM	16	\$12,800.00
Today Show				,		-	, , ,
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 09/24/12 09/30/12 -TWTF	<u>Spots/Week</u> <u>Rate</u> 16 \$800.00	Rating 0.00					
E 19 WKYC 09/25/12 09/28/12 M-F 730-8p	CM 730-8p	- TWTF-	:30 4	\$1,200.00 P-3	0.00 NM	4	\$4,800.00
Entertainment To	•			, ,			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 09/24/12 09/30/12 -TWTF	Spots/Week Rate 4 \$1,200.00	Rating 0.00					
Spot Ch Date Range Description	Start/End Time	0.00	Weekdays Le	ngth Rate	Rtg Type		
3 NKYC 09/24/12-09/30/12 M-F 730-8p	730-8p		- TWThF	:30 (\$750.00)	0.00 <i>NM</i>		
See MG 19.5 [Prgm Change] no ET due to Browns							
5 NKYC 09/27/12-09/27/12 M-F 7-730p	7-730p	(7:30 PM-8:00	P Th	:30 \$1,200.00	0.00 NM		
MG for 19.3 09/27							
E 20 WKYC 09/25/12 09/28/12 M-F 9-10a Today Today Show II	II CM 9a-10a	- TWIF-	:30 8	\$400.00 P-3	0.00 NM	8	\$4,000.00
Start Date End Date Weekdays	Spots/Week Rate	Rating					
Week: 09/24/12 09/30/12 - TWTF Spot Ch Date Range Description	8 \$400.00 Start/End Time	0.00	Weekdays Le	ngth Rate	Rtg Type		
4 NKYC 09/24/12-09/30/12 M-F 9-10a Today II	9a-10a		- TWThF	:30 (\$400.00)			
See MG 20.9							
[Advertiser Sep] 9 NKYC 10/01/12-10/01/12 M-F 730-8p	730-8p		M	:30 \$1,200.00	0.00 NM		
→ MG for 41.2,20.4				, ,			
E 21 WKYC 09/25/12 09/29/12 LN (M-Su) Late News (M-Su	CM 11P-1135P	- TWFFS	S- :30 7	\$1,800.00 P-3	0.00 NM	7	\$12,600.00
Start Date	Spots/Week Rate	Rating					
Week: 09/24/12 09/30/12 - TWTFS-	7 \$1,800.00	0.00	00 1	#0.000.00 P.O.	0.00 NIM		# 0.000.00
E 22 WKYC 09/28/12 09/28/12 Fri Prime C Fri Prime C	CM 10-11p	F	:30 1	\$3,000.00 P-3	0.00 NM	1	\$3,000.00
Start Date End Date Weekdays Week: 09/24/12 09/30/12 F	<u>Spots/Week</u> <u>Rate</u> 1 \$3,000.00	Rating 0.00					
E 23 WKYC 09/28/12 09/28/12 Fri Prime B Fri Prime B	CM 9-10p	F	:30 1	\$3,000.00 P-3	0.00 NM	1	\$3,000.00
Start Date End Date Weekdays	Spots/Week Rate	Rating					
Week: 09/24/12 09/30/12F		0.00					
E 24 M/CVC 40/04/42 40/04/42 Man Drime Other	+-,						
E 24 WKYC 10/01/12 10/01/12 Mon Prime Other Monday Prime O	CM Various	М	:30 15	\$10,000.00 P-2	0.00 NM	1	\$10,000.00

Rating

Rate

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Order / Rev: 706625 Advertiser: Obama/D/President

Alt Order #: 06278710 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/25/12 - 10/01/12 1536 Estimate:

Ln Ch Star	t End	Inventory Code	Brook	Start/End	Time [Days	Len Spo	ntc.	Rate Pri	Pta Typo	Spots	Amount
	/12 10/01/12			Various			:30		0,000.00 P-2			\$10,000.00
L 24 WICTO 10/01	/12 10/01/12	Monday Prime O	_	(8:00 PM-1			.00	ι ψι	0,000.001 2	0.00 14101	· ·	Ψ10,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/01/12	10/07/12	M	1	\$10,000.00	0.00							
E 25 WKYC 09/29	/12 09/30/12	` ,	CM	6P-7P Sa/		SS	:30	2 \$	1,800.00 P-3	0.00 NM	1	\$1,800.00
		Early News (Sa-S	,	(6:00 PM-6	:30 PM)							
Start Date		<u>Weekdays</u> SS	Spots/Week		Rating							
Week: 09/24/12 Spot Ch Date F	09/30/12 Range Г	Description		\$1,800.00 t/End Time	0.00		/eekdays	Leng	th Rate	Rtg Type	l	
2 NKYC 09/24/				7P Sa/Su	(6:00 PM-	_	SaSu		30 (\$1,800.00)		İ	
	31.4,31.5,31.6											
[Prgm Ch	ange] Ryder C	Cup										
E 26 WKYC 09/29	/12 09/29/12		CM	Sat 1030-1	1a	S-	:30	1	\$250.00 P-3	0.00 NM	0	\$0.00
		Sat 1030-11a										
Start Date Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$250.00	Rating 0.00						l	
Spot Ch Date F		Description		t/End Time	0.00		/eekdays	Leng	th Rate	Rtg Type		
1 NKYC 09/24				1030-11a		_	Sa		30 (\$250.00)		i	
	31.4,31.5,31.6											
[Prgm Ch												
E 27 WKYC 09/29	/12 09/29/12		CM	630a-7a		S-	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
a		Chris Matthews S		- .	5							
Start Date Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$500.00	Rating 0.00						l	
E 28 WKYC 09/29			CM	7-8p		S-	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
220 WICTO 00/20	712 00/20/12	Sat 7-8p	Olvi	7 ОР		Б	.00	•	φοσσ.σσ1 σ	0.00 14101	· ·	φοσο.σσ
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						İ	
Week: 09/24/12	09/30/12	S-	1	\$500.00	0.00						•	
E 29 WKYC 09/29	/12 09/29/12		CM	7a-9a		S-	:30	2	\$800.00 P-3	0.00 NM	0	\$0.00
		NBC Today Show	` ,									
Start Date Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> S-	Spots/Week 2		Rating 0.00						1	
Spot Ch Date F		Description		t/End Time	0.00		/eekdays	Leng	th Rate	Rtg Type	l	
1 NKYC 09/24			7a-9			_	Sa	_		0.00 NM	l	
	31.4,31.5,31.6											
	ange] ryder cu	•					_	_				
2 NKYC 09/24/	/12-09/30/12		7a-9	a ·		-	Sa	· .:	30 (\$800.00)	0.00 NM		
	ange] ryder cu											
E30 WKYC 09/29			CM	8-9p		S-	:30	1 \$	1,200.00 P-3	0.00 NM	1	\$1,200.00
2 00 WICTO 00/20	712 00/20/12	8-9p	Olvi	(8:00 PM-9		Б	.00	. ψ	1,200.001 0	0.00 14101	· ·	ψ1,200.00
Start Date	End Date	Weekdays	Spots/Week		Rating							
Week: 09/24/12	09/30/12	S-	1	\$1,200.00	0.00							
E31 WKYC 09/29	/12 09/29/12		СМ	9a-1030a		S-	:30	3	\$800.00 P-3	0.00 NM	3	\$9,050.00
		Channel 3 News		_								
Start Date		<u>Weekdays</u> S-	Spots/Week		Rating							
Week: 09/24/12	09/30/12	3-	3	\$800.00	0.00						•	

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Order / Rev: 706625 Advertiser: Obama/D/President

Alt Order #: 06278710 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/25/12 - 10/01/12 Estimate: 1536

Ln Ch S	tart	End	Inventory Code	. Break	Start/End T	īme	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E31 WKYC 09/	/29/12	09/29/12	Sat 9-1030a	CM	9a-1030a	_	S-	:30	3	\$800.00 P-3	0.00 NM	3	\$9,050.00
			Channel 3 News										
Start Da		End Date	Weekdays S-	Spots/Week	Rate	Rating							
Week: 09/24/1 Spot Ch Dat		09/30/12 nae D	escription	3 Star	\$800.00 t/End Time	0.0		Veekdays	Len	ath Rate	Rtg Type		
1 NKYC 09/					030a		-	Sa		:30 (\$800.00)			
		4,31.5,31.6											
[Prgm (-			000					00 (0000 00)	0.00 444		
2 NKYC 09/		-09/30/12 S 4,31.5,31.6	at 9-1030a	9a-1	030a		-	Sa		:30 (\$800.00)	0.00 NM		
[Prgm (, ,											
3 NKYC 09/	•		at 9-1030a	9a-1	030a		-	Sa		:30 (\$800.00)	0.00 NM		
		4,31.5,31.6											
[Prgm (-	El Damilar Casas	Calatha UNICI	Ca ath all			C-		-20	0.00 NM		
			FL Regular Seaso 5.2,35.1,29.1,31.3		Football		-	Sı	u :	:30 \$6,500.00	0.00 NM		
5 NKYC 10/					30a		1	Л		:30 \$50.00	0.00 NM		
_			5.2,35.1,29.1,31.3		,00u		11	,1		.00 φου.υυ	0.00 14101		
-			rowns Pre-Game		vns Pre-Game	.	_	Th	- :	:30 \$2,500.00	0.00 NM		
MG for	71.2,	29.2,26.1,2	5.2,35.1,29.1,31.3	,31.1,31.2									
E 32 WKYC 09/	/29/12	09/29/12	Sat Prime B	CM	9-10p	-	S-	:30	1	\$1,200.00 P-3	0.00 NM	1	\$1,200.00
			Sat Prime B		(9:00 PM-10:	:00 PM)							
Start Da		End Date	Weekdays	Spots/Week	Rate	Rating	-						
Week: 09/24/1		09/30/12	S-	1	\$1,200.00	0.0				Φ0 F00 00 D 0	0.00 NIM		#0.500.00
E 33 WKYC 09/	/30/12	2 09/30/12	Meet the Press	CM	1030a-1130a	a -	S	:30	1	\$3,500.00 P-3	0.00 NM	1	\$3,500.00
Start Da	ate	End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 09/24/1		09/30/12	S	1	\$3,500.00	0.0							
E 34 WKYC 09/	/30/12	09/30/12	Post NFL News	CM	Various	-	S	:30	1 :	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
			LN Sun Follows	NFL									
Start Da		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating	-						
Week: 09/24/1		09/30/12	S	1	¥ ·, · · · · · · · ·	0.0	S	.20	1	\$400.00 P-3	0.00 NM	0	ድር ርር
E 35 WKYC 09/	/30/12	2 09/30/12	Channel 3 News	CM s at Noon Su	12-1230p /S	u -	3	:30	'	ֆ400.00 Р-3	U.UU INIVI	0	\$0.00
Start Da	ate	End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 09/24/1	12	09/30/12	S	1	\$400.00	0.0							
Spot Ch Dat			escription		t/End Time		-	<u>Neekdays</u>	Len		Rtg Type		
1 NKYC 09/			u 12-1230p	12-1	230p /Su		-	Sı	u .	:30 (\$400.00)	0.00 <i>NM</i>		
[Prgm (4,31.5,31.6 ael											
E36 WKYC 09/			5A-530A	CM	5a-530a	_	S	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
			Hometime							·			
Start Da		End Date	Weekdays	Spots/Week	Rate	Rating	-						
Week: 09/24/1		09/30/12	S	1	\$250.00	0.0							
E 37 WKYC 09/	/30/12	2 09/30/12	530A-6A America's Black	CM	530a-6a	-	S	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
Start Da	ate	End Date	Weekdays	Spots/Week	Rate	Rating	,						
Week: 09/24/1		09/30/12	S	<u> </u>	\$250.00	0.0	-						
			NFL Pregame Sh	now CM	NFL Pre-Ga	me -	S	:30	1	\$2,000.00 P-3	0.00 NM	1	\$2,000.00
			NFL Pre-Game		(7:00 PM-8:0	00 PM)							
Start Da	_	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating	-						
Week: 09/24/1		09/30/12	NEL Bragama Ch	1 CM	\$2,000.00	0.0		.20	4	\$2,000,00 P. C	0.00 8484	4	# 2 000 00
E39 WKYC 09/	/30/12	2 09/30/12	NFL Pregame Sh NFL Pre-Game	now CM	NFL Pre-Gai (7:00 PM-8:0		S	:30	1	\$2,000.00 P-3	0.00 NM	1	\$2,000.00
Start Da	ate	End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 09/24/1		09/30/12	S	1	\$2,000.00	0.0	_						

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Order / Rev: 706625 Advertiser: Obama/D/President

Alt Order #: 06278710 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/25/12 - 10/01/12 Estimate: 1536

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Day	/S	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E39 WKYC	09/30/1	2 09/30/12	NFL Pregame Sh NFL Pre-Game	ow CM	NFL Pre-Gan (7:00 PM-8:00		S	:30	1 \$	2,000.00 P-3	0.00 NM	1	\$2,000.00
Sta Week: 09/	rt Date 24/12	End Date 09/30/12	Weekdays S	Spots/Week	Rate \$2,000.00	Rating 0.00							
Spot Ch	Date Ra	inge D	escription IFL Pregame Show	Star	t/End Time Pre-Game (7			ekdays		gth <u>Rate</u> 30 (\$2.000.00)	Rtg Type		
Se	e MG 39.	.2	r E r regame onom	, INI E	Tie Gaine (7	.001 10 0.0	01 -	50		30(φ2,000.00)	0.00 11111		
•	VOversol 10/01/12	iaj 2-10/01/12 N	Ion Prime C	10-1	1p		М-		::	30 \$2,000.00	0.00 NM		
	6 for 39.1		NEL Danielas Caa	F-6M	NFL Football			.20	- ·	20 500 00 D 0	0.00 NM	_	¢42.000.00
E40 WKYC	09/30/1	2 09/30/12	NFL Regular Sea NFL Football	ison fo q ivi	(8:00 PM-11:0		5	:30	2 \$	66,500.00 P-3	0.00 NM	2	\$13,000.00
Sta Week: 09/	rt Date 24/12	End Date 09/30/12	Weekdays S	Spots/Week 2	Rate \$6,500.00	Rating 0.00							
E 41 WKYC	09/30/1	2 09/30/12	SUN TDY NBC Today Show	СМ	8a-9a		S	:30	2	\$800.00 P-3	0.00 NM	1	\$800.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Date Ra		escription	2 <u>Star</u>	\$800.00 t/End Time	0.00	We	ekdays	Leng	<u>gth</u> Rate	Rtg Type		
	: 09/24/12 e MG 20.	2-09/30/12 S .9	UN TDY	8a-9	a			Sı	1 .3	30 (\$800.00)	0.00 <i>NM</i>		
	V/Overso		0 0 1000		2 1000					A 000 00 D 0	0.00.1114		#0.400.00
E 42 WKYC	09/30/1	2 09/30/12	Sun 9-1030a Channel 3 News	CM Sun 9a	9a-1030a		S	:30	3	\$800.00 P-3	0.00 NM	3	\$2,400.00
Sta Week: 09/	rt Date 24/12	End Date 09/30/12	Weekdays	Spots/Week 3	Rate \$800.00	Rating 0.00							
E 43 WKYC	09/27/1	2 09/27/12	Browns Football-I		Browns Footh	oallT	'	:30	1 \$3	0,000.00 P-2	0.00 NM	1	\$30,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/ E44 WKYC		09/30/12 2 09/25/12	Tue Prime A	CM	\$30,000.00 8-9p	0.00 - T		:30	1 \$	64,000.00 P-3	0.00 NM	1	\$4,000.00
Sto	rt Date	End Date	Tue Prime A	Spots/Week	Pata	Rating							
Week: 09/	24/12	09/30/12	<u>Weekdays</u> - T	1	+ .,	0.00							
E 45 WKYC	09/25/1	2 09/25/12	Tue Prime B Tue Prime B	СМ	9-10p	- T		:30	1 \$	3,000.00 P-3	0.00 NM	1	\$3,000.00
Sta Week: 09/	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> - T	Spots/Week	Rate \$3,000.00	Rating 0.00							
			Wed Prime C	CM	10-11p	W-		:30	1 \$	3,500.00 P-3	0.00 NM	1	\$3,500.00
Sta	rt Date	End Date	Wed Prime C Weekdays	Spots/Week	Rate	Rating							
Week: 09/		09/30/12	W Wed Prime A	CM	\$3,500.00 8-9p	0.00 W-		:30	1 \$	2,500.00 P-3	0 00 NM	1	\$2,500.00
			Wed Prime A		(8:00 PM-9:00	PM)		.00	. Ψ	2,000.001	0.00 11111	,	Ψ2,000.00
Sta Week: 09/	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$2,500.00	Rating 0.00							
E 48 WKYC	10/01/1	2 10/01/12	Days of Our Lives		1p-2p	М		:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
	rt Date	End Date	Weekdays M	Spots/Week	Rate \$500.00	Rating							
Week: 10/ E 49 WKYC		10/07/12 2 10/01/12	M-F 10-11a	CM	\$500.00 10a-11a	0.00 M		:30	1	\$250.00 P-2	0.00 NM	1	\$250.00
Sta	rt Date	End Date	M-F 10-11a Weekdays	Spots/Week	Rate	Rating							
Week: 10/	01/12	10/07/12	M	1	\$250.00	0.00		-20	4 ^	:1 200 00 P C	0.00 NM	4	¢1 200 00
			Tonight Show Tonight Show	СМ	1135p-1237a			:30	ι \$	51,200.00 P-2	U.UU INIVI	1	\$1,200.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$1,200.00	Rating 0.00							
E51 WKYC				СМ	11a-1230p	M		:30	1	\$400.00 P-1	0.00 NM	1	\$400.00

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Order / Rev: 706625 Advertiser: Obama/D/President

Weekdays

Spots/Week

Rate

Rating

Start Date

End Date

Alt Order #: 06278710 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/25/12 - 10/01/12 Estimate: 1536

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots M-F 11a-1230p 11a-1230p Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 10/01/12 10/07/12 0.00 \$400.00 E 52 WKYC 10/01/12 10/01/12 СМ \$475.00 P-2 Late Night 1237a-136a M- - - - -:30 1 0.00 NM 1 \$475.00 Late Night w/Jimmy Fallon Weekda<u>ys</u> Spots/Week Start Date **End Date** Rate Rating 10/07/12 M- - - -Week: 10/01/12 \$475.00 0.00 E 53 WKYC 10/01/12 10/01/12 M-F 11a-1230p CM 11a-1230p M- - - - -:30 1 \$400.00 P-2 0.00 NM \$400.00 11a-1230p Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 10/01/12 10/07/12 M- - - - -\$400.00 0.00 E 54 WKYC 10/01/12 10/01/12 Last Call СМ 135a-205a M- - - - -:30 1 \$300.00 P-2 0.00 NM \$300.00 Last Call w/Carson Daly (1:35 AM-2:05 AM) Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 M- - - - -\$300.00 0.00 E 55 WKYC 10/01/12 10/01/12 M-F 2-3p СМ 2-3p M- - - - -:30 1 \$400.00 P-2 0.00 NM \$400.00 Rachel Ray Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$400.00 0.00 E 56 WKYC 10/01/12 10/01/12 M-F 430a-5a M- - - - -:30 \$175.00 P-2 0.00 NM CM 430a-5a 1 \$175.00 430a News Start Date **End Date** Weekdays Spots/Week Rate Rating 10/07/12 Week: 10/01/12 0.00 \$175.00 E 57 WKYC 10/01/12 10/01/12 M- - - - -\$650.00 P-2 M-F 5-6a CM 5a-6a :30 2 0.00 NM 2 \$1,300.00 Channel 3 News @ 5AM Start Date **End Date** Weekdays Spots/Week Rate Rating 10/07/12 M- - - - -Week: 10/01/12 \$650.00 0.00 E 58 WKYC 10/01/12 10/01/12 M-F 5-6p 1 \$1,000.00 P-2 CM 5p-6p M- - - - -:30 0.00 NM \$1,000.00 Dr. Phil Spots/Week Start Date **End Date** Weekdays Rate Rating M- - - - -Week: 10/01/12 10/07/12 \$1,000.00 0.00 E 59 WKYC 10/01/12 10/01/12 M-F 6-630p CM 6p-630p M- - - - -:30 1 \$2,400,00 P-2 0.00 NM \$2,400.00 Channel 3 News at 6p Weekdays Spots/Week Rate Start Date **End Date** Rating Week: 10/01/12 10/07/12 \$2,400.00 0.00 E 60 WKYC 10/01/12 10/01/12 M-F 6-7a CM M- - - - -:30 2 \$1.400.00 P-2 0.00 NM \$2.800.00 6a-7a 2 Channel 3 News Today @ 6AM Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 M- - - - -2 \$1,400.00 0.00 Nightly News M-Su 6:28p-7p E61 WKYC 10/01/12 10/01/12 CM M- - - - -:30 \$3,500.00 P-2 0.00 NM \$3,500.00 Nightly News Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 M- - - - -\$3,500.00 0.00 E 62 WKYC 10/01/12 10/01/12 M-F 7-730p \$2,400.00 P-2 0.00 NM CM 7-730p :30 \$2,400.00 M- - - - -1 Channel 3 News at 7P Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 10/01/12 10/07/12 M- - - - -\$2,400.00 0.00 E 63 WKYC 10/01/12 10/01/12 M-F 7-9a Today СМ 4 \$1,400.00 P-2 0.00 NM 7a-9a M- - - - -:30 \$5,600.00 **Today Show End Date** Weekdays Spots/Week Rating Start Date Rate Week: 10/01/12 10/07/12 M- - - - -4 \$1,400,00 0.00 E 64 WKYC 10/01/12 10/01/12 \$2,400.00 P-2 M-F 730-8p CM :30 0.00 NM \$2,400.00 730-8p M- - - - -1 **Entertainment Tonight** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 M- - - - -\$2,400.00 0.00 E 65 WKYC 10/01/12 10/01/12 M-F 9-10a Today II \$600.00 P-2 9a-10a 2 0.00 NM CM :30 2 \$1,200.00 Today Show II (9:00 AM-10:00 AM)

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Order / Rev: 706625

Advertiser: Obama/D/President

Alt Order #: 06278710 Product Desc:

OBAMA FOR AMERICA

WKYC

Flight Dates:	09/25/12 - 10/01/12	Estimate:	1536

Ln Ch Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 65 WKYC 10/01/12	10/01/12	M-F 9-10a Today	II CM	9a-10a	M	:30	2 \$	6600.00 P-2	0.00 NM	2	\$1,200.00
0		Today Show II		(9:00 AM-10:0	*						
	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 2	Rate \$600.00	Rating 0.00						
N66 WKYC 09/25/12		M-F 5-6a	CM	5a-6a	- TWTF	:30	1 \$	S900.00 P-1	0.00 NM	1	\$900.00
		Channel 3 News	@ 5AM								
	End Date	Weekdays	Spots/Week	Rate	Rating						
	09/30/12	- TWTF	1	\$900.00	0.00						
N67 WKYC 09/25/12	09/29/12	LN (M-Su) Late News (M-Su)	CM)	11P-1135P	- TWIFS-	:30	3 \$1	,800.00 P-3	0.00 NM	3	\$5,400.00
	End Date	Weekdays	Spots/Week	Rate	Rating						
	09/30/12	- TWTFS-		\$1,800.00	0.00					_	
N68 WKYC 09/25/12	09/28/12	Tonight Show Tonight Show	СМ	1135p-1237a	- TWГF	:30	2 \$	8800.00 P-3	0.00 NM	2	\$1,600.00
	End Date	Weekdays	Spots/Week	Rate	Rating						
	09/30/12	- TWTF	2 CM	\$800.00	0.00	.20	1 ¢E	000 00 D 2	0.00 NIM	,	¢ E 000 00
N69 WKYC 09/30/12	09/30/12	Meet the Press Meet the Press	СМ	1030a-1130a	ıS	S :30	1 \$5	,000.00 P-2	U.UU INIVI	1	\$5,000.00
	End Date 09/30/12	Weekdays	Spots/Week 1	Rate \$5,000.00	Rating 0.00						
N70 WKYC 10/01/12		Mon Prime C	CM	10-11p	M	:30	1 \$3	,500.00 P-3	0.00 NM	1	\$3,500.00
		Mon Prime C		•							
	End Date 10/07/12	Weekdays M	Spots/Week 1	Rate \$3,500.00	Rating 0.00						
N71 WKYC 09/29/12		Notre Dame Footb			Footb S-	:30	2 \$2	,600.00 P-1	0.00 NM	4	\$2,600.00
		Notre Dame Footh	ball					•			. ,
	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/24/12 Spot Ch Date Ran	09/30/12	escription		\$2,600.00 t/End Time	0.00	Weekdays	Length	n Poto	Rtg Type		
2 NKYC 09/24/12-		<u> </u>		e Dame Footl		Sa		(\$2,600.00)			
See MG 31.4								(, ,,			
3 NKYC 09/24/12-	-09/30/12 N	lotre Dame Footbal	/ Notr	e Dame Foott		Sa	:30) (\$2,600.00)	0.00 <i>NM</i>		
See MG 71.4											
4 NKYC 09/29/12-		olf Ryder Cup	7A-6	SPM		SaSu	:30	\$650.00	0.00 NM		
MG for 71.3 €		olf Dudor Cup	7/ (DM.		SaSu	:30	ΦCEO 00	0.00 NIM		
5 NKYC 09/29/12- M MG for 71.3 0		oli Rydei Cup	7A-6	DEIVI		Sasi	.30) \$650.00	0.00 NM		
6 NKYC 09/29/12-		olf Ryder Cup	7A-6	SPM		SaSu	:30	\$650.00	0.00 NM		
MG for 71.3 €		, ,									
7 NKYC 09/29/12-	·09/30/12 G	olf Ryder Cup	7A-6	SPM .		SaSu	:30	\$650.00	0.00 NM		
MG for 71.3 0)9/29 										